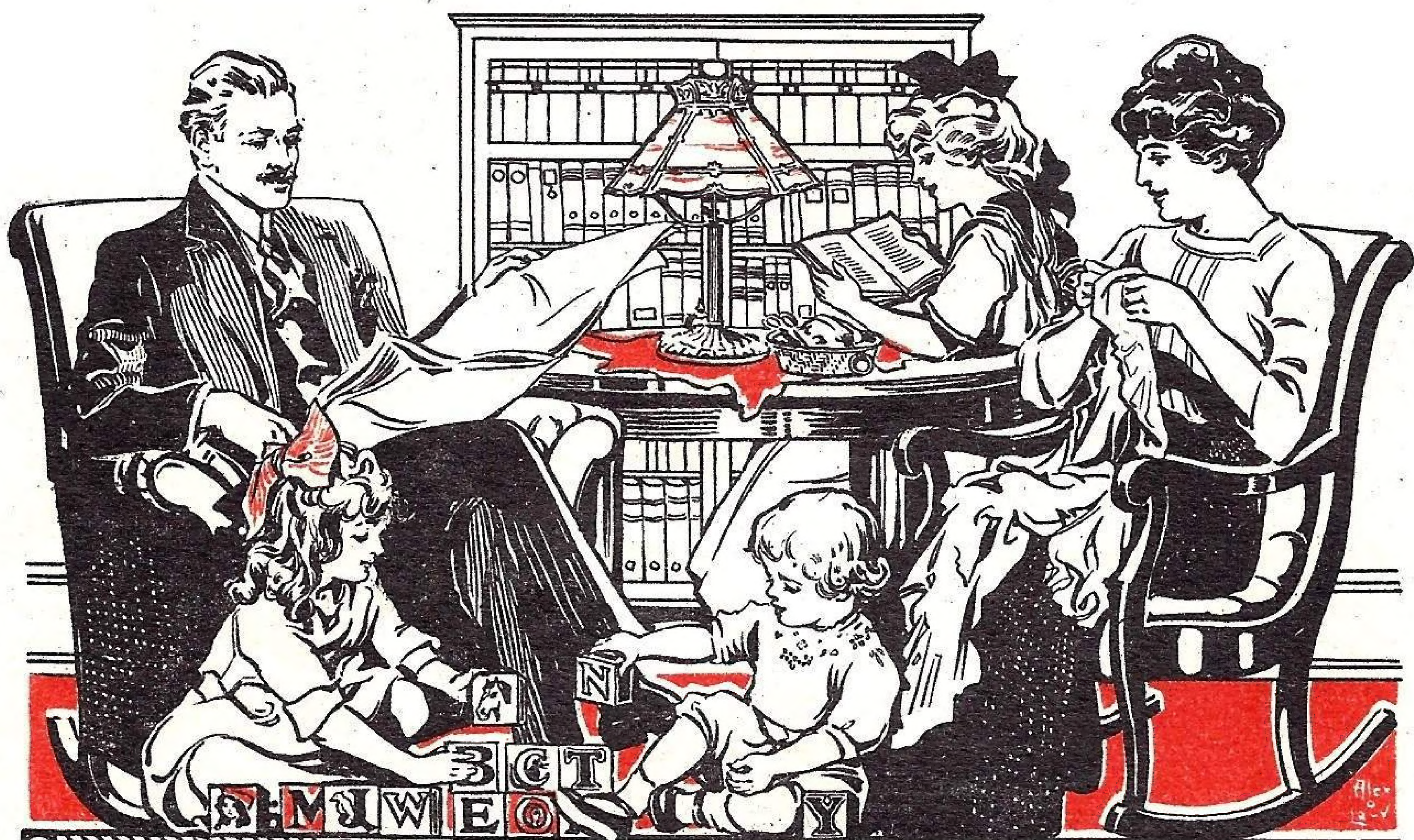




The Larkin Club-of-Ten



The Larkin Club-of-Ten Plan

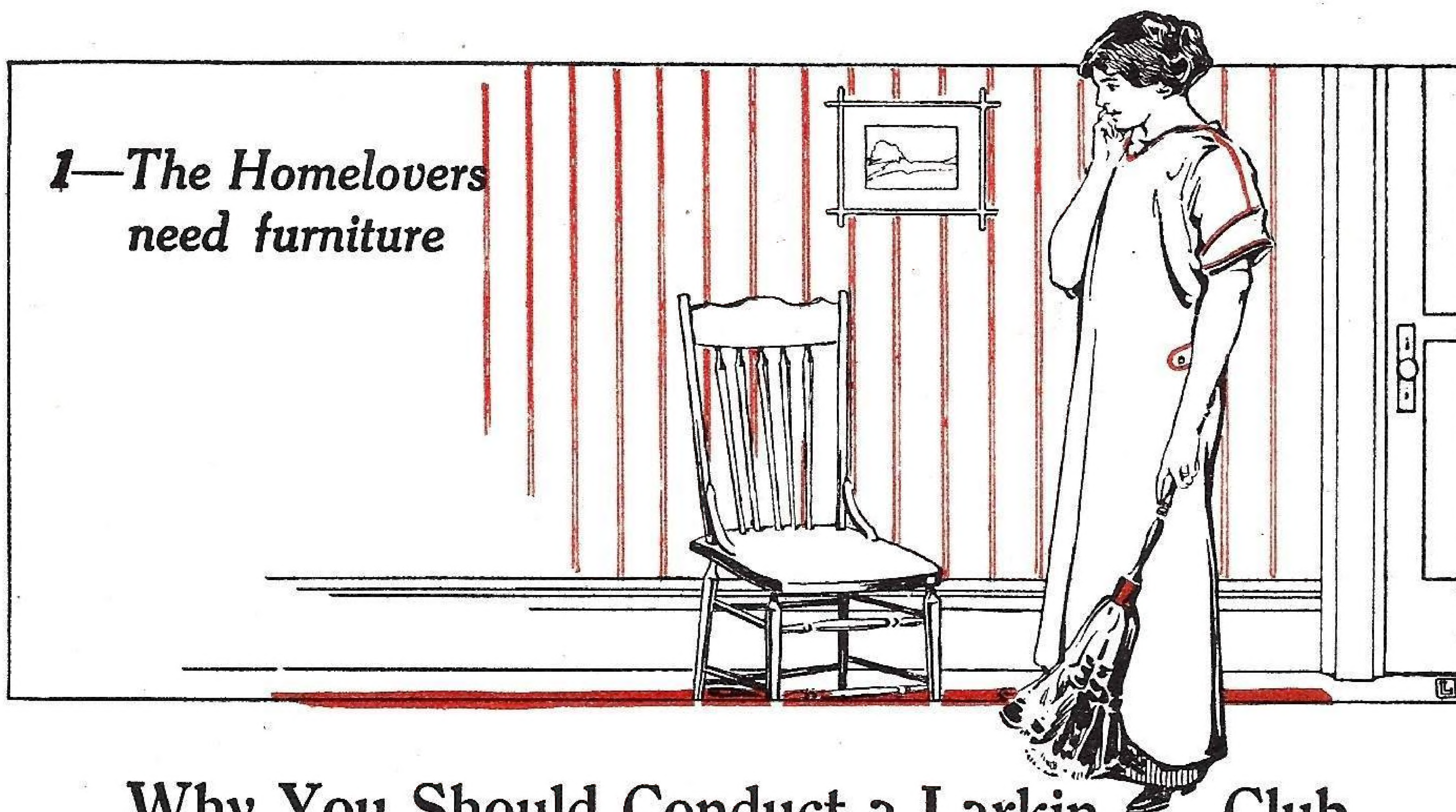
DEDICATED TO

BETTER
BRIGHTER
HAPPIER
COZIER
HOMES

for the two million women now lending
it their active co-operation, and for the
greater millions whom it is steadily
and surely reaching.



**1—The Homelovers
need furniture**



Why You Should Conduct a Larkin Club

*"The most difficult business in the world is
the business of being a good housewife."*

TRULY, the lot of the housewife is full of mingled delight and perplexity. The care of a home and loved ones is woman's highest sphere. She finds real happiness in it, though surrounded by difficulties which would make the average business man despair. The steadily rising cost of living; a family expenditure which increases without regard to the stationary income; how to use the household allowance to best advantage—these are the common problems of most housewives. The Larkin Club-of-Ten solves these and many other difficulties. It meets them in a practical manner. That is why it has such an instinctive appeal to women—and is *one* reason why you should conduct a Larkin Club.

**Larkin
Plan
Helps the
Housewife**

Why does the Larkin Club have an "instinctive" appeal to women? Because it touches the heart of the home—the pantry. It supplies, safeguards, protects, insures the pantry. It says to all supplies, "You can not enter here unless you are beyond all doubt thoroughly pure, wholesome and fresh!" And much more than that—it makes the money which stocks the pantry, kitchen, laundry, bath and sewing rooms also furnish the home, or clothe the family! *That's* why it has an instinctive appeal to women.

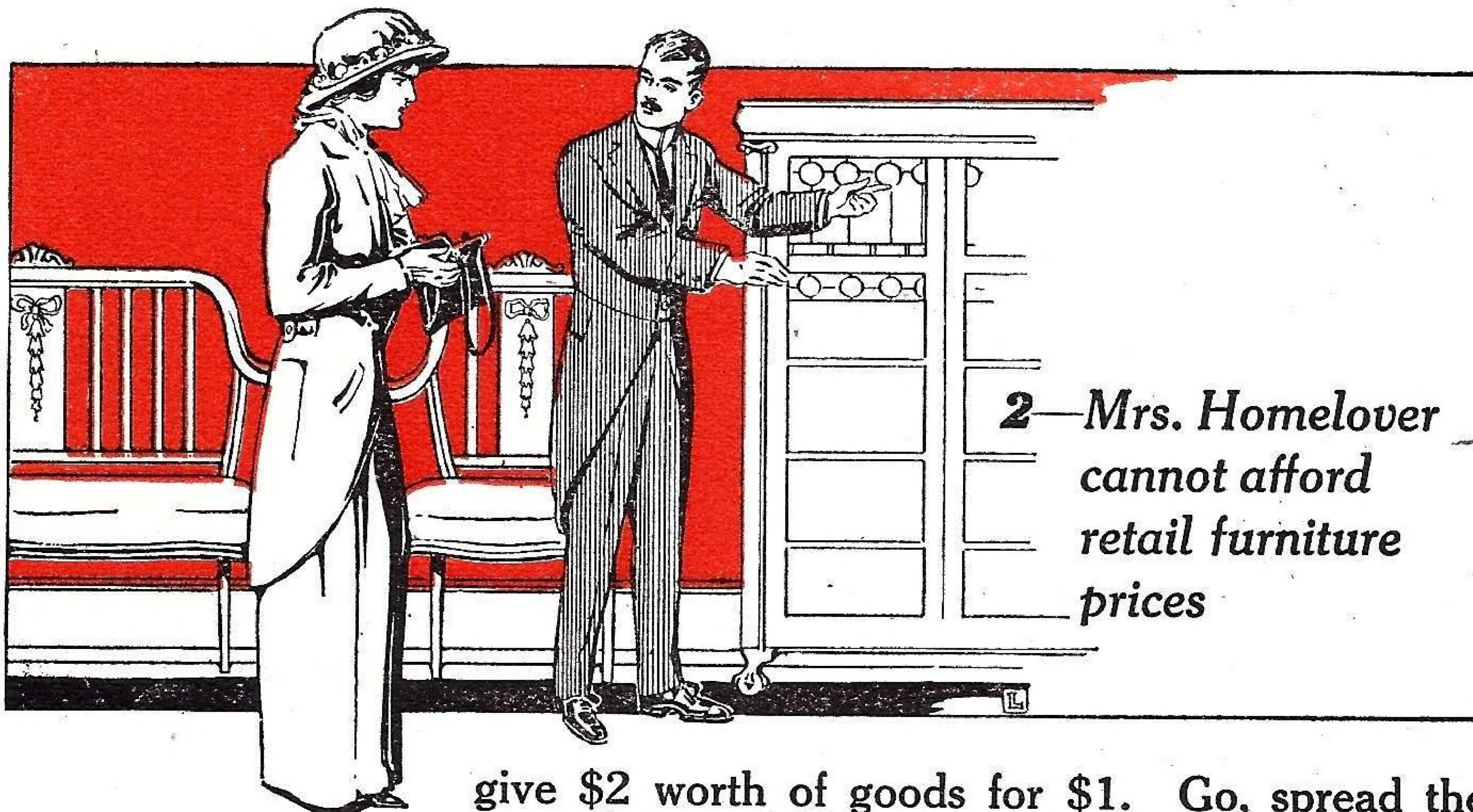
**Protects
Pantry
and
Pocket-
book**

And that adds two more good reasons why you should conduct a Larkin Club: It protects the pantry; it makes the household allowance do double duty.

Suppose—only suppose, mind—there is a big store in your town, with a reputation for the excellence of its goods, and its square dealing. Imagine this store stocked with food-stuffs, teas, toilet and pharmacal requirements, soaps, perfumes, dry goods, stylish wearing-apparel for men, women and children, rugs, furniture, all kinds of household equipment, jewelry, cutlery, hardware, sporting goods, toys, etc.

**Imagine
This
in Your
Town**

Suppose the proprietor of this imaginary store should say to you, "Hereafter I will give each customer twice as much for her money. I will



2—Mrs. Homelover
cannot afford
retail furniture
prices

give \$2 worth of goods for \$1. Go, spread the news for me. Tell your friends and neighbors. Bring me the orders of ten of them, so that I may pack them as one order, and I will give *you*, as Reward for your interest, other goods from my stock to one-fifth the total order. If you bring me, thus, a \$10 order, I will give you as Reward for your service, goods of your own choice, worth \$2."

Would you accept such an offer? Of course you would! Without delay you would call on your friends, and tell them how to double the buying-power of their housekeeping money. Would they receive your news gladly? You know they would. They would think you a benefactress and would purchase everything possible through you. Think of the amount you could thus earn each week—one-fifth your total order!

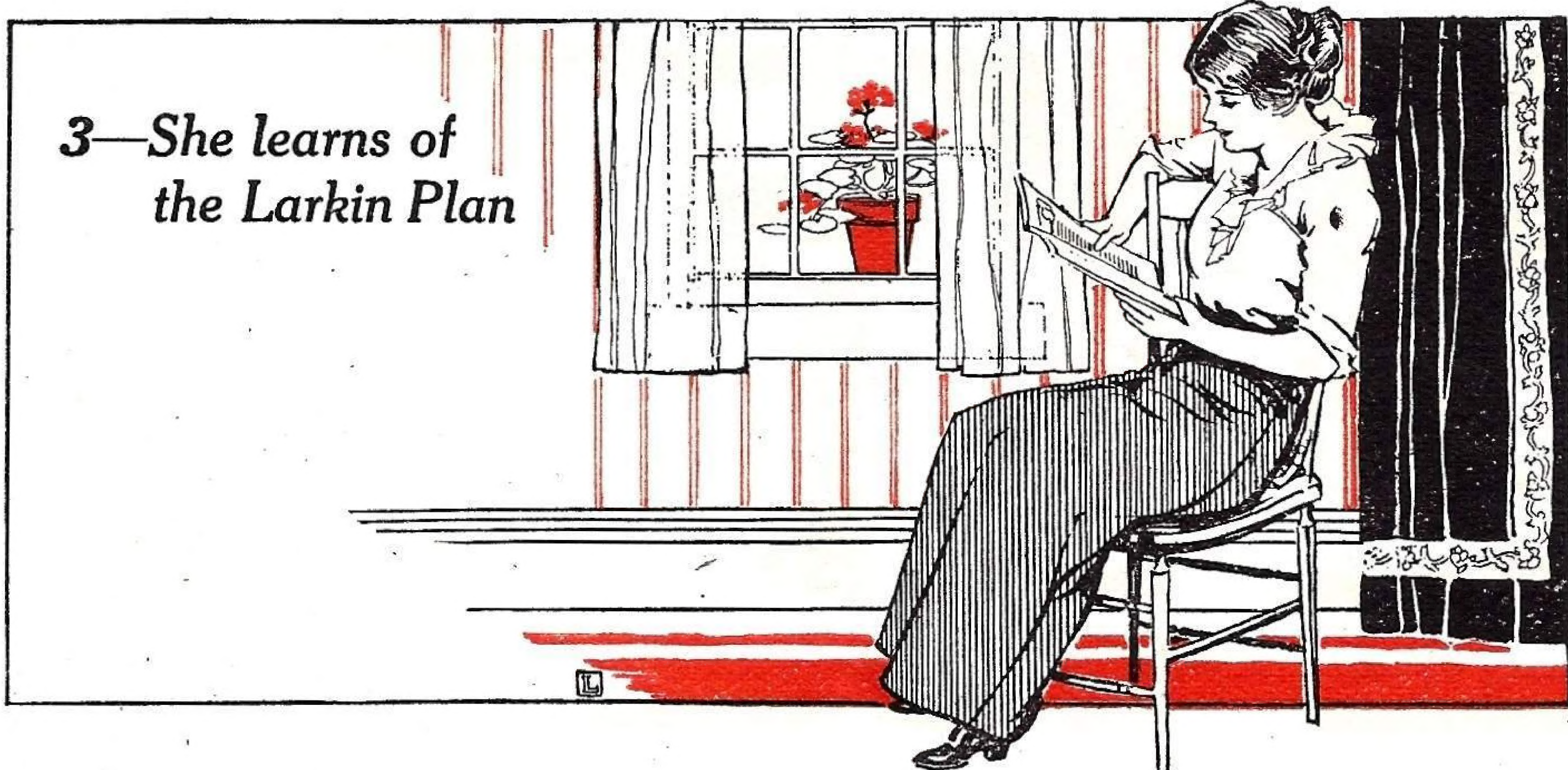
We Offer It To You "Yes, but no storekeeper is likely to make me such an offer," you say. No, it is impossible for a retail merchant to do so, and live. But we, in this great factory-to-family business, make you an even better offer. Now read carefully: each time you send us—for example—a \$10 Club-order for Larkin Products, you will receive a Reward of any Premium Merchandise given with a \$2 purchase. And you will also receive 50 cents' worth of Products as a Present for Cash. Isn't this *real* offer better than the imaginary offer of the suppositional storekeeper?

If you ask for and save Larkin Coupons, instead of taking your Rewards in Premium Merchandise, five such Club-orders would bring you as your Reward, Coupons to the amount of \$10. With them you could get an excellent Rug, or solid-oak Desk-Table, or Oak Rocker, or Reclining-Chair, or your choice of the hundreds of other valuable Premiums shown in our Catalog. In addition—as Present for Cash—you would be given 5 cents' worth of Products with each \$1 order; \$2.50 worth for five \$10 orders.

Think of the Rewards! And if you saved Coupons, (see page 15) taken for Rewards, until you completed your ten Club-orders, think what changes you could work in your home, with Coupons entitling you to Premium Merchandise worth at retail about \$20.

You could, of course, if you wish, take Larkin Products for your Coupons, and sell them for cash. Many Secretaries do this.

3—She learns of the Larkin Plan



Mrs. H. B. Mills, Box 338, Ridgefield, Conn., says: "I consider I have made all of, and perhaps more than, \$30 from this, my first Club. And now I've got the members for a second Club!"

Mrs. A. P. Dale, Box 12, Laquin, Pa., says: "I started my Clubs to help in my home. When there are four children to clothe, where else could we get so many useful things for them? We can thank the good Larkin people for placing within the reach of all, everything we need to beautify the home and clothe the family."

**One
Secretary
Earned
\$30**

Why should *you* conduct a Larkin Club? Because the Rewards will bring you home and personal comforts regardless of your means to buy them. Because no matter how comfortable your lot in life, there are more things you would enjoy thus acquiring. You would not be a good housewife were it not so. Look through the Premium pages of our Catalog. They show some of these very things. They will tell you why you should conduct a Larkin Club.

Because—if you are unmarried—you will gain, in addition to your Rewards, much useful knowledge by conducting a Larkin Club—knowledge you will be very thankful for in the years to come. Because—if you are a housewife—the Larkin Club will infuse into your daily round and common task, a new interest, an added joy, born of the friendliness and co-operation of ten earnest-minded women.

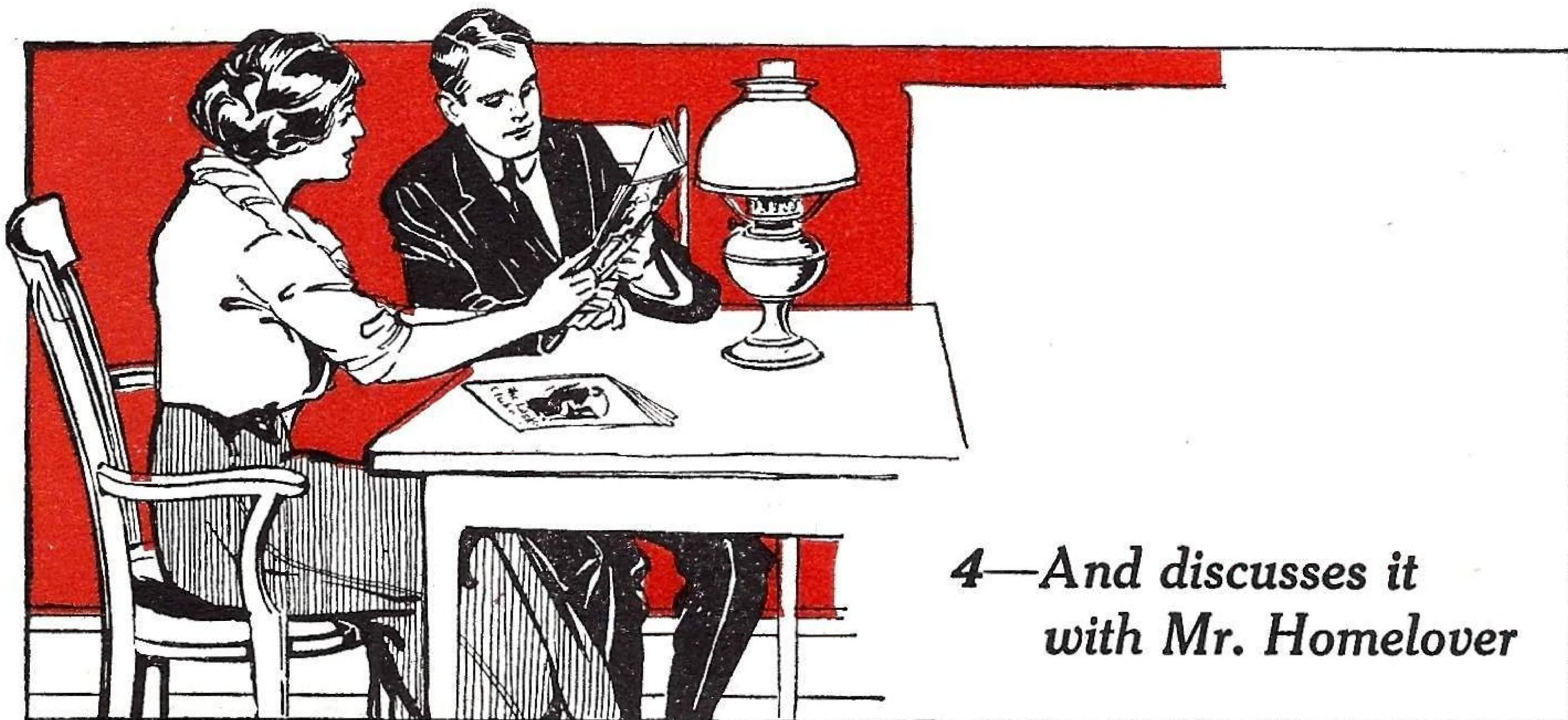
**Become a
Secretary**

There are a hundred different reasons why you may profit by conducting a Larkin Club. But they all resolve themselves into these: You should conduct a Larkin Club, because it offers you rich Rewards for a portion of your leisure hours; it enables you to contribute to the family income without neglecting your home; it enables you to show ten women how to make single dollars do the work of two.

Read the following pages which set forth the details clearly.

Women are Anxious to Join Larkin Clubs

There are two million members of Larkin Clubs. They speak of the Club to their friends. If each has told of it to only six, there are twelve million women who know something of the Larkin Plan, in addition to the two million present Club-members.



4—And discusses it
with Mr. Homelover

**Six
Million
Women
Ready
To Act**

How many of the twelve million casually-informed women are there in your neighborhood? It is worth while to ascertain, for each is a prospective Club-member. Many of them are ready, willing, even anxious, to join. They are waiting merely because they do not know just how to begin. Others know that the Larkin Club can help them, and have intended to act—and neglected to do so. And there is a large portion of these millions who have the desire to be Larkin Club-members, but not the will to act. You know how often such things happen. One may say to herself today, "My grocer is not satisfactory. I must buy elsewhere." But unless she is a woman of action, she will go on trading at the same store! One-half these women now know they should join a Larkin Club and want to—yet continue, day by day, buying at retail! The moment an executively-minded woman appears ready to form a Club and act as Secretary, they join.

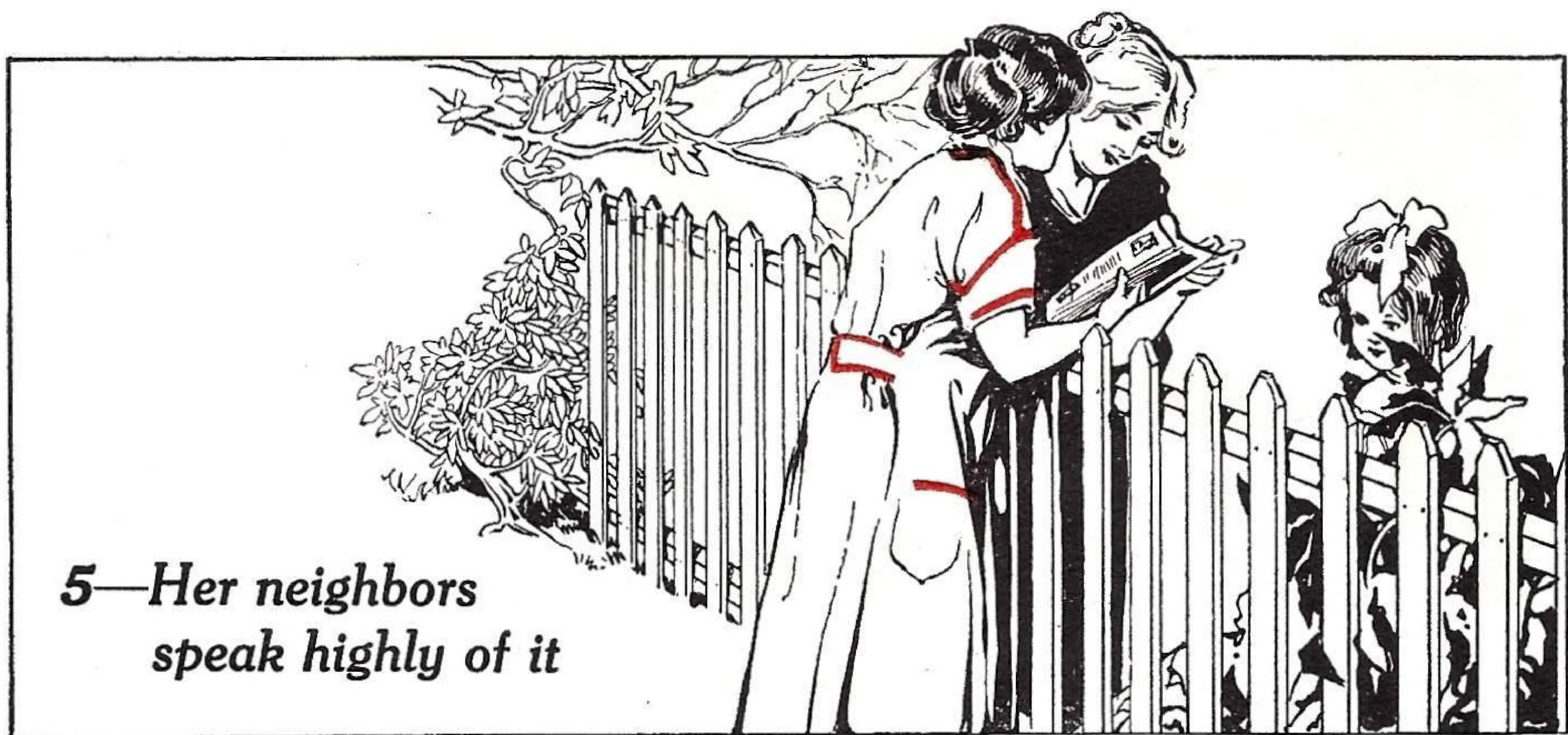
**Many In
Your
Neighbor-
hood**

Test this for yourself. Say to a few of your friends, "I am about to form a Larkin Club. You've heard of it, of course. It's the Larkin Factory-to-Family Plan, which gives the housewife the profits of the middlemen and the retailer." You will be surprised at the readiness with which they will respond.

"Oh, I'm not sure," you may say. "Why should they respond so readily?" Why, indeed? Because they know the Larkin Plan offers a real, practical, every-day saving. The woman oppressed by the steady advance in the cost of living is glad to join a Club—when there is a Secretary to take her orders. She knows the Larkin Club will give her double value for the money she now spends. She knows she may have the extra value in home-furnishings and wearing-apparel. "How does she know these things?" you ask. Through the constantly expressed satisfaction of our Club-members in her neighborhood! That's why women respond. That's why they are ready to join Larkin Clubs.

**A Club
Formed
In 75
Minutes**

Let us show you an actual case. Mrs. F. B. Poulton of 120 Garfield Street, Rochester, N. Y., had been married only a few months. She was a stranger to the city. She had heard much of the Larkin Club in her old home, and, eager for the improvement of her home, made inquiries of us. We found there was no Club in the new suburb in which Mrs. Poulton lived, so she decided to form one of her own! It looked an uphill task for the young bride without friends or influence in the neighborhood. Moreover, Mrs. Poulton worked in a near-by factory from 8 A. M. to 5 P. M., and had little spare time. But she formed a Club. She took a Larkin Catalog and called on her next-door neighbor. Yes, the neighbor



5—Her neighbors speak highly of it

had heard something of the Larkin Club, but had never joined one. On Mrs. Poulton's suggestion she readily agreed to do so, and more, she took Mrs. Poulton to her next-door neighbor, and helped her secure a second member. The three then proceeded to the next house, secured a third member, and so on down the block, until ten members were secured in ten successive houses! Are women anxious to join Larkin Clubs? Mrs. Poulton says they are. And thousands of other women agree with her.

Consider just what Mrs. Poulton did: A young bride, knowing nothing of the Larkin Plan, and a stranger in a large city, formed a Club in 75 minutes! None of her members had been in a Club before, but all knew something of it. They were waiting for her, just as scores of women in your neighborhood are waiting for *you* to tell them you are about to form a Club.

Mrs. Poulton is a stranger no more. She is surrounded by friends, and as a reward for her 75 minutes' work of organizing and an occasional hour since, she has earned, in Premiums, a Bedspread, Teakettle, Percolator, Food-Chopper, Ironing-Table, Clothes-Dryer, Roaster, Coal-Hod, Blankets, etc. And soon more of her friends were insisting she organize a second Club for them!

The women of *your* neighborhood are anxious to join a Larkin Club. They are! Call on them, and they will tell you so!

**Waiting
for You**

Successful Secretaries Speak to You

When one is about to visit a strange place, the experience of those who know it, is interesting and helpful. It gives an insight into the joys and pleasures which are to be ours, and makes our object more real and definite. We learn the landmarks which others have set up, and shape our way more surely because of them.

You who are about to journey into the pleasant land of Larkin Secretaryship, read these six letters from women who have traveled there already. They write of it in a way which makes it clear as noonday:

"I wrote to the Larkin Co. I was going to get up a Club, and received an encouraging reply and all necessary information. I mentioned it to my sister-in-law and she joined. I approached three other ladies and they agreed to become members. With myself, I now had half the Club. I knew a young married woman slightly and spoke to her about it. She joined. I wrote to four boarding-housekeepers explaining the economy of the Larkin Plan. They all replied favorably—and my Club was complete. Hurrah!"

MRS. H. B. MILLS, Ridgefield, Conn.

**The Ease of
Club Organ-
ization**



**6—She
announces
she will form
a Club**

The Pleasure of Club Work

"I enjoy working for you and could not begin to tell you the good you have done me and my family. Your Products are of the best. Your Premiums are better than one can get elsewhere. Your Wearing-Apparel is just what you say it is. You are reliable, give prompt attention, and use every one of your Secretaries and customers alike."

MRS. A. P. DALE, Box 12, Laquin, Pa.

Members Pleased With Club

"When the Products came my members were convinced. Two of the most unbelieving ladies in town are now anxious to join my Club. The highest compliment one can pay Larkin Co. is that members are always satisfied. And they are not easy to please."

MISS F. M. LAGING, R. D. No. 1,
Spring Valley, Minn.

Club Work Profitable

"I can hardly put into words what the Larkin Club has done for me, or even the change it has made in our home alone. I said to my husband the other evening, 'Wouldn't our home seem funny if all our Larkin things were taken away?' He said, 'No, not funny—very unpleasant.' And it would be unpleasant, for it would take the things we want most; and not only our furniture, but a good part of our clothing as well."

MRS. E. A. COOKE, W. Lakeview Avenue,
Clintonville, Ohio.

Larkin Club Gives Feeling of Independence

"I found I needed just such a little 'business.' The Rewards give me an independent feeling of having earned something, besides doing my regular duties. The collecting of orders drills me in punctuality; the safe-keeping of another's money gives me a delightful sense of responsibility; the making out and sending of the order keeps me fresh in letter-writing, bookkeeping and postal matters."

MRS. H. A. LAMBERT, R. D. No. 4,
Northfield, Vt.

The Social Side

"Since I have been a Secretary I have met more people, acquired more ideas, and the out-door exercise, and furnished my home with the comforts I longed for. I think the basis of the Larkin Plan must have been to help smooth the way for home-makers and mothers."

MRS. J. C. LONGBON, 24 Adams Street,
Berea, Ohio.

What do these letters tell you? Do they not show that there are many attractive sides to Club-Secretaryship—at least one of which you will enjoy? A Larkin Club will not merely make your home more comfortable and your family happier. It will infuse an additional pleasure, an added joy into your humdrum routine duties, and round out your life in a way which will bring untold satisfaction to you and those about you.

How to Start a Larkin Club

"A lady gave me a copy of the Larkin Catalog and I began to plan a Club to help me get new things. I started out with a few names and soon people whom I did not know were 'phoning me saying they had heard I was getting up a Club. Soon I had three Clubs in fine working order."

MRS. JAS. ROSS WEBB,
500 Lamar St., San Antonio, Tex.

Spread the News

Why did people whom Mrs. Webb did not know 'phone her? They learned she was starting a Larkin Club—and they wanted to join!



Mrs. Webb's letter is itself a clear explanation of how to start a Larkin Club. Let your neighbors, friends and acquaintances *know* you are about to form a Club. If you are a member of any women's organization, tell your fellow members. Wherever your friends congregate, spread the news you are forming a Club. All good "Larkinites" will tell others.

And then, like Mrs. Webb, you will "start out with a few names." Make a list of your friends and acquaintances. You may safely include all classes; housewives, young women, teachers, students, clerks, saleswomen, shop-girls, factory workers. Every woman, married or single, old or young, needs the Larkin Club, for so many Larkin Products are indispensable to women. In addition to the foodstuffs and laundry supplies there are preparations for the teeth, toilet powders, toilet soaps, tooth brushes, manicuring materials, perfumes, sachets, brushes, combs, notions, stationery, sewing supplies, undermuslins, hosiery, and so on.

**Make
Up a List**

When calling on your friends keep the following points clearly in mind:

One. You have something real and tangible to offer them. Ask no one to join your Club just as a favor to you. Ask them to join in justice to themselves—and to the earner of the money they spend. Emphasize the great fact that you are not asking them to spend extra money. You are asking them to change their present wasteful hand-to-mouth buying for regular *factory-to-family* buying—at the only great factory in the world where it is possible. They do not add one cent to their present expenditure—but *do* add greatly to the value they are now obtaining from it. You are in reality conferring a big favor—not asking one.

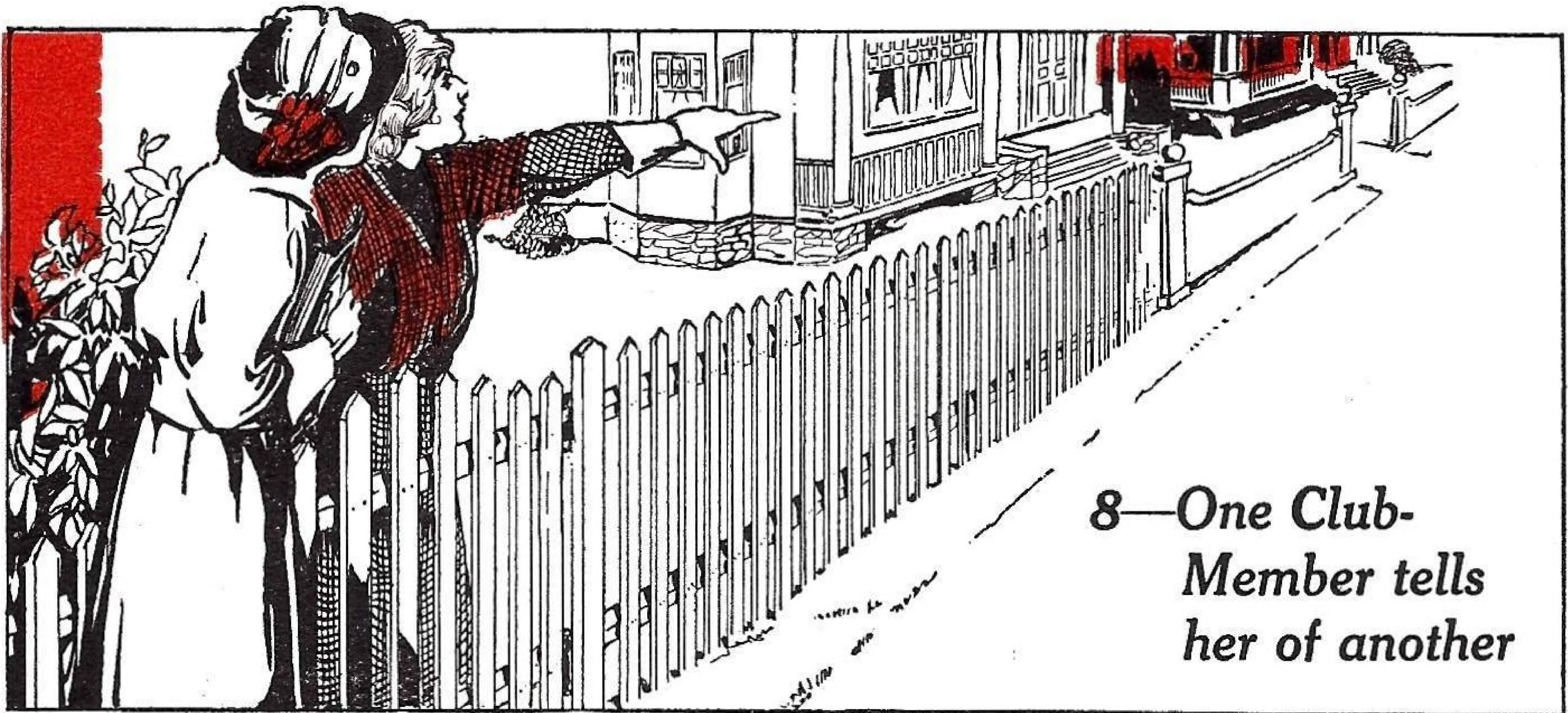
**Ask No
Favors**

Two. The Larkin Plan has a logical, economic basis. A Larkin Club insures its members *fresh, pure, wholesome goods*, often superior to ordinary retail value, but offered at ordinary retail prices. For every dollar, the purchaser receives value equal to that she could buy at retail for her dollar. And *in addition* she receives Premium Merchandise worth almost or quite another dollar at retail. The extra dollar's worth is the saving effected by Larkin Factory-to-Family Dealing. It is hers. But she does not get it anywhere else because it is absorbed by the retailer, the wholesaler and the jobber. It puts the goods straight from the factory into the pantry and laundry, and saves cost by doing so. And it gives this saving right to the consumer—to whom it belongs. Doesn't this explain why Larkin Co. can afford to give double value in choice Premiums? Is it not invincible and reasonable? Make this clear to your prospective members.

**A Logical
Economic
Plan**

Three. Neither you nor your Club-members incur any risk whatever. We guarantee our Products and Premiums in the completest possible sense. We supervise their manufacture with such infinite care it would take a volume to tell you of it. And we send them out under the comprehensive guaranty, "Satisfaction—or your money back." It is literally true that everything we send out is subject to the whole-hearted approval of you and your members!

**No Risk
Whatever**



8—One Club-
Member tells
her of another

Our Catalog Tells the Story

With these three points clearly established in your own mind, call on the first person on your list. Take the Larkin Catalog and show her the pages of Products. There are 700 different Products. You need only say, "Anything you need here, Mrs. Jones?" And while she is engaged in looking through the Products, you will look around her house, and decide which Premiums to show her. After you have explained that Larkin Products are sold at the prices she now pays the retailer, you will turn to the Premium pages of our Catalog and say, "Wouldn't you like to get this lovely Buffet (or whatever Premium you think she needs most) without extra cost?" Thus, you first make your appeal to her domestic instincts, by showing her the things she now buys. Then, you show her that by buying these necessary articles through your Club, she will get better quality, and at the same time secure splendid furnishings for her home, or high-class clothing for her family. You make a double appeal, and our Catalog does the work for you!

From Strength to Strength

Having secured your first member, have her call with you on the other people you have in mind. A good plan is to get three or four women together, and explain the Larkin Plan to all at one time. Your first member will tell them why she is ready to join, and before you know it, you will have a second member. These two enthusiasts will rapidly convince the rest, and thus you secure four or five members. Carry the enthusiasm of these to the remaining five or six on whom you call, and your Club will be complete. Your members will suggest their friends, and probably go with you to help secure them. The old adage, "Nothing succeeds like success," is particularly true of a Club-of-Ten. The securing of the first member very often means the complete organization of the Club, for once started, the movement goes from strength to strength. Do not think of it as getting one member ten times. Remember Mrs. Poulton who started with her next-door neighbor, and went from house to house down the block, taking successive members with her, until in the tenth house she had ten members, and her Club complete! And Mrs. Poulton's case is not an unusual one, by any means. Mrs. F. H. Brownell of West Palm Beach, Fla. says:

Secretaries Say it's Easy

"It surprised me how easy it was to get members for my Club, and how rapidly it spread. Every one seemed to have a friend who wanted to join, and they in turn sent me to others, until now my Club has spread all over town."

9—She sends for the Luncheon Outfit



Mrs. E. M. Canter, of 1251 G St., S. E., Washington, D. C., says:

"I convinced myself I could conduct a Club, and in a few days I had my ten members and their orders."

Mrs. Jas. W. Layton, Box 75, Bridgeville, Del., says:

"Acting on the impulse of the moment, I called on my neighbors, and ere the setting of the sun I had organized my first Club-of-Ten."

"Ere the setting of the sun." Doesn't that sentence show the ease with which you can start a Larkin Club?

There is another method of Club organization which many Secretaries favor. It is known as the "Larkin Luncheon." If you write us giving the names and addresses of your ten prospective members, we will send you a dainty luncheon outfit consisting of a beautiful crepe-paper centerpiece, doilies, napkins, invitation-cards and envelopes, two packages of Larkin Chocolate Pudding which will make a delicious dessert for twelve people, and a "mystery letter" for each guest.

**A Successful
Method**

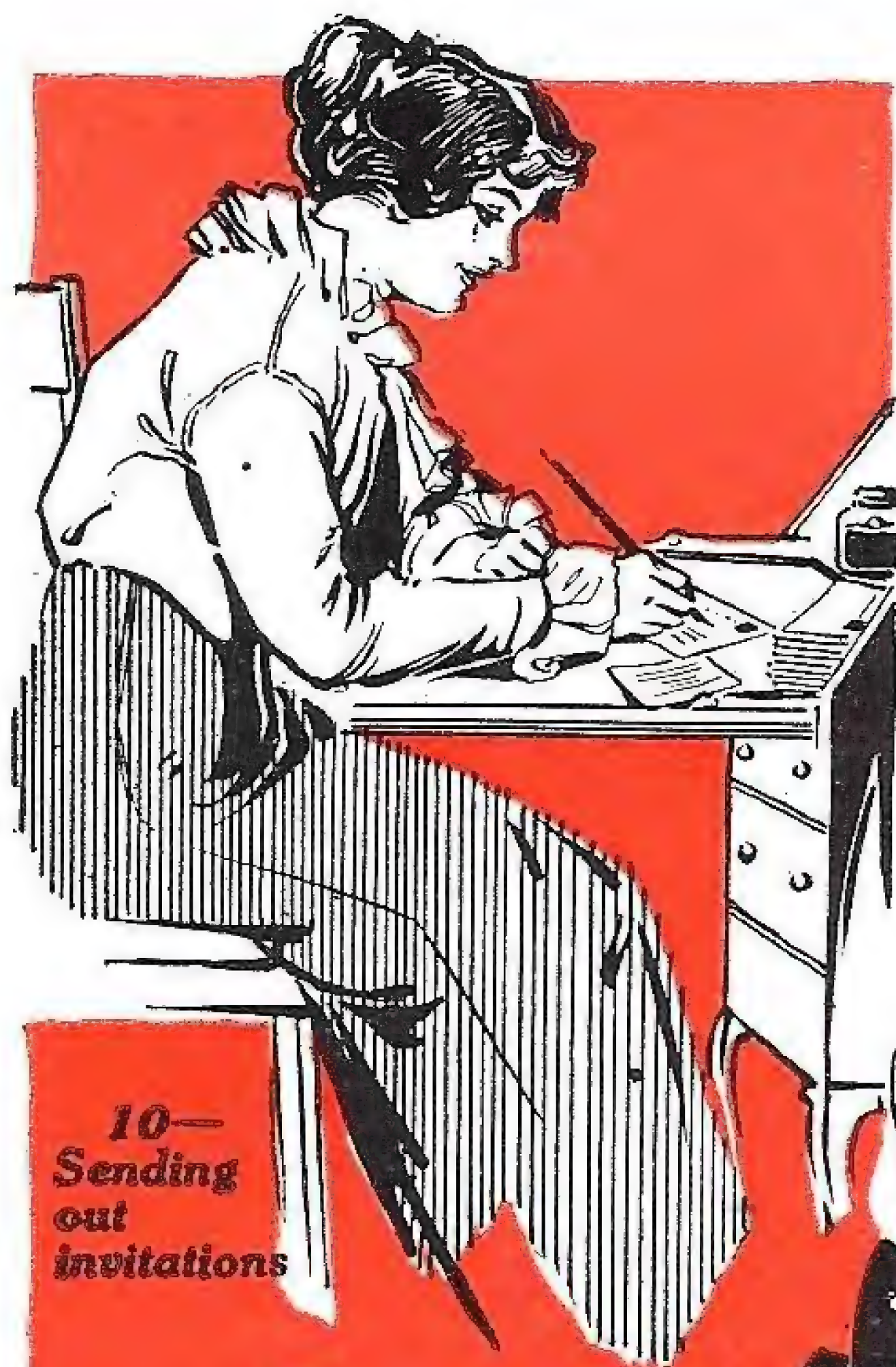
Imagine you have this Luncheon Set and your guests are present. Your dining-table is beautiful with pretty doilies and centerpiece, against which your dishes show to advantage. As the party enters the dining-room, you point to the sealed envelope beside each plate, and say, "Ladies, you may sit anywhere you please, but the little god Chance is looking down on you." What fun there'll be as your guests walk around choosing different seats, and wondering what the important-looking sealed envelopes contain! At last all are seated, and you call on the lady at your right to open her letter and read it aloud. We will suppose that hers is Mystery Letter No. 7. Here is what she will read to you:—

*You did not see the lucky star,
That twinkled overhead,
And by its soft magnetic ray
Up to this number led;
Of all the twinkling stars that light
The broad blue dome of heaven,
No star could half so lucky be,
As lucky number SEVEN.*

**The Mystery
Letter**

Can't you imagine the fun there will be as each one reads her letter aloud? And the questions they will ask you! "What does the poet mean by 'E'en now there is a prize for you'?" one guest will ask. "What do the numbers mean?" asks another. Every one will be curious to learn what it's all about. Will you tell them? You will *not*! You will laughingly refuse to say a word about it, for by this time you are busily engaged serving the delicious Chocolate Pudding. Later you will tell your guests that the luncheon is supplied by Larkin Co. "Larkin Co.!" That sets the tongues a-wagging!

**The
Explanation**



10—
Sending
out
invitations



11—
Invitations
delivered



12—
Receiv-
ing the
guests



Produce your Catalog now, and show the Products, and then the Premiums. Point out that the Products are sold at store-prices. Suggest that, for the fun of it, each guest choose, say, one dollar's worth of Products, and when this is done, turn to the lady who selected Letter No. 1 and say, "Suppose this were a real order, Mrs. Robinson, show me which Premium you would choose." And when she shows you, read aloud the Catalog description of it.

The Realization

All this has been done very good-humoredly, of course, with much amusement, and perhaps the ladies are teasing Mrs. Robinson about her Premium. Ask them, pointedly, why Mrs. Robinson should not *actually* have the Premium she has chosen! Take each guest's "make-believe" order, and show how she has selected just such things as she now buys at the store—without any bonus. Fill your members with the enthusiasm of sudden realization of benefits



13—The musicale



14—Explaining the Larkin Plan



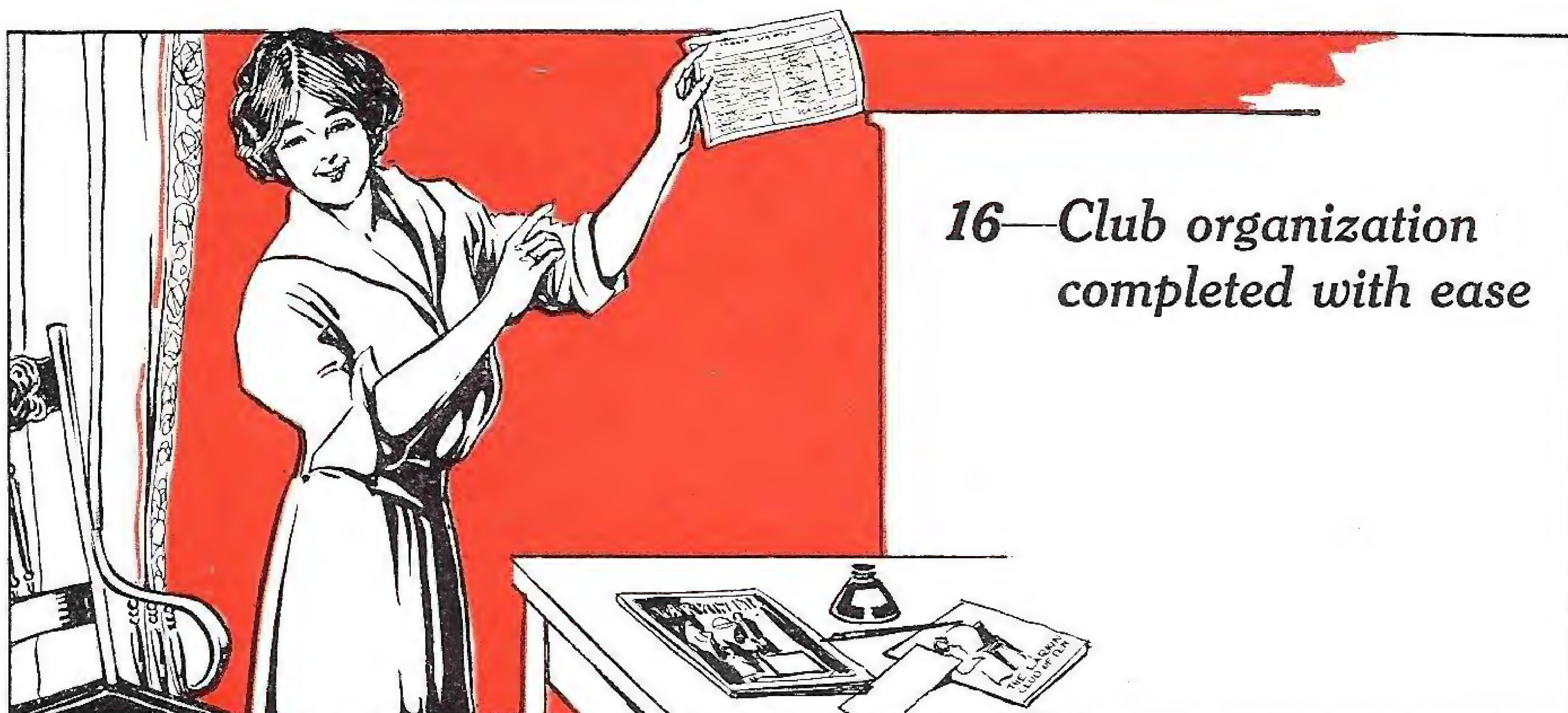
15—Guests Sign Agreement

The Consummation

to come. Appeal to Mrs. Robinson. Show her she can actually have the chosen Premium in a few days!

The "mystery letters" determine the order in which the other members would receive their Premiums! *Form your Club on the spot!* Get action. Turn to page 4 of our Catalog, induce your guests to sign the Club Agreement shown there, or the one enclosed with this book, and lo! your Club is organized.

Many variations of this plan will suggest themselves to you. The main thing is to get your prospective members together, explain the Plan to them all at one time, and start the *Club on the spot*. It is easy to form Larkin Clubs. Thousands of Secretaries have told us so, prominent



16—Club organization completed with ease

among them being Mrs. Shanahan of 365 Herkimer St., Buffalo. She completed her 50th Club on the anniversary of her 72d birthday. She commenced her Clubs when nearly 63 years old! Fifty Clubs in nine and a half years! Truly, it's easy indeed to organize Larkin Clubs.

How We Help You

Co-operation

The basis of Larkin Factory-to-Family Dealing is co-operation. The one hundred thousand women now conducting Larkin Clubs are the best evidence of the practicality of this co-operation. We strive to make you know you are working with us—not for us. Your interest in the Larkin Plan is heartily reciprocated by our interest in you and your Larkin work.

Luncheon Outfit

When forming a Club, you will find our Luncheon Outfit described on page 9 no small item of this co-operation. We have hundreds of letters from grateful women telling how this outfit enabled them to form a Club in one afternoon!

"The Larkin Idea"

And when the Club is formed, we keep you well informed. We mail you announcements of new goods, improved methods of Club organization, and plans for increasing your Rewards. Each month we send you a copy of the Secretaries' magazine, "The Larkin Idea." It is crowded full of newsy, interesting items, stories, and articles every up-to-date woman delights in.

Your orders are given close attention, and are filled and shipped with dispatch. Inquiries and letters of all kinds are answered as courteously, plainly and promptly as though they reached us in dozens instead of thousands.

Club-of-Ten Dept.

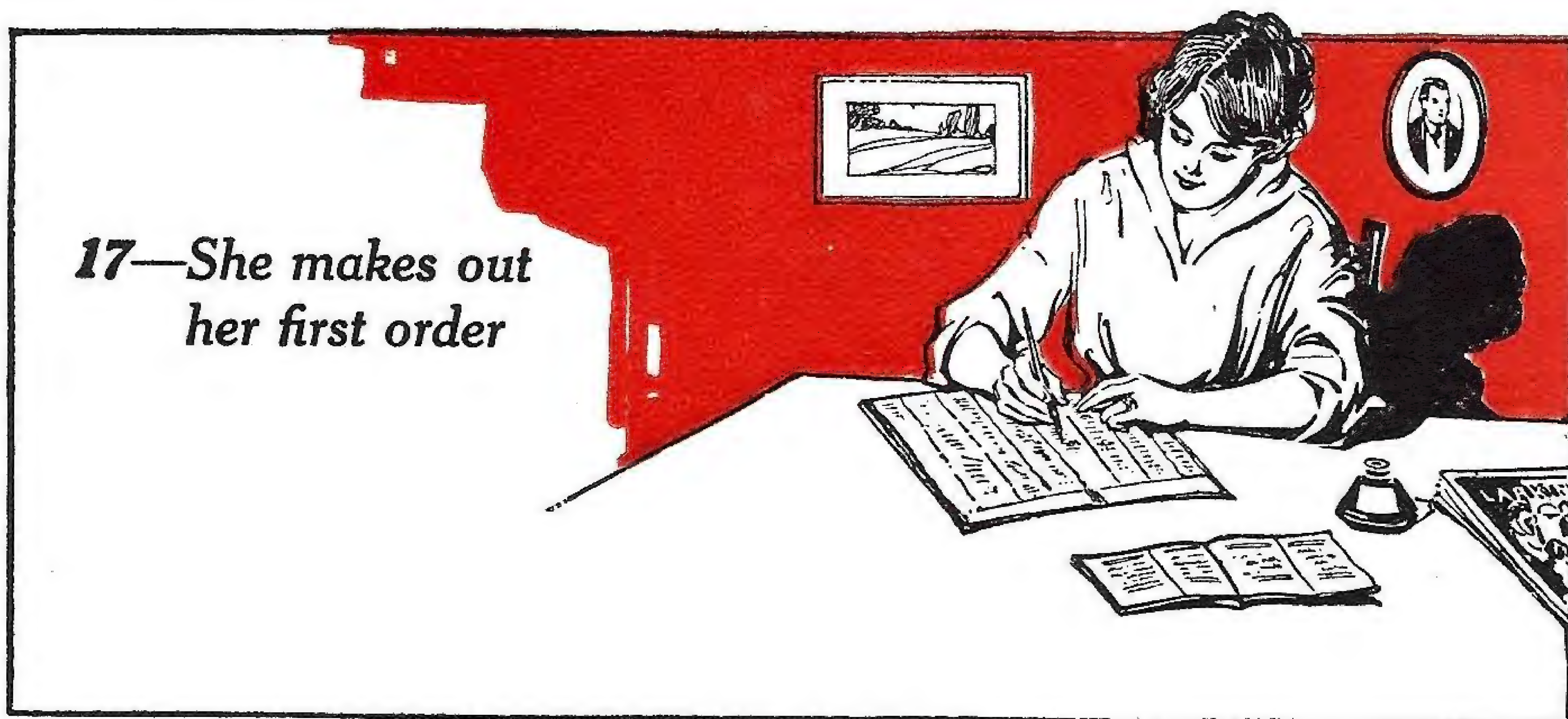
The inside back cover tells of our Club-of-Ten Department—a group of specially trained men and women who are experts in all that belongs to Club organization and Secretaryship. Their records, information, experience and appreciative sympathy are yours to command at all times. Write them freely if you need to. They are here to help you—and the help they render is practical, useful, and never-failing.

Isn't all this the kind of practical co-operation you will be glad to avail yourself of?

Branches Facilitate Service

In addition to our extensive Buffalo Plant, we maintain large branches in Philadelphia, Chicago and Peoria, from all of which goods are shipped and correspondence conducted with customers in the surrounding territory. At Chicago and Peoria are especially large ware-houses and complete shipping facilities, enabling us to serve all Western customers more promptly than they could be served from Buffalo.

**17—She makes out
her first order**



In a business so extensive as ours an item may be omitted, or a bottle may break in transit. It is impossible to avert all such incidents. If a shortage or a breakage does occur, we want to make it good. Notify us. We want to know of the small things as well as the big. The measure of our service is made up of little things. We ask our customers to help us give complete satisfaction, by notifying us of every instance in which we fail, however little.

**Tell Us,
If Any
Errors**

The *first* part of our Guaranty warrants every article to be exactly as described. You may, with perfect safety, put implicit faith in our Catalog. Every article listed therein is as good as we represent it. We do not "write up" our goods. Ours is a Catalog of descriptions and pictures—not a bookful of "boosts."

**Our
Guaranty**

Not only do we pack our goods carefully but we undertake to put them, safe and sound, right into your hands. In the *second* part of our three-section Guaranty, we *guarantee safe delivery*.

**Safe
Delivery
Guaranteed**

The *third* section of our Guaranty binds us to accept back any article not entirely satisfactory and to refund all money paid. This three-section Guaranty is worth your special consideration. It affords the fullest protection for you and your members. Note especially the promise of unconditional refund of your money, if any article fails to please. Do you realize what that means to you—and to us?

**Money
Back
If You
Want It**

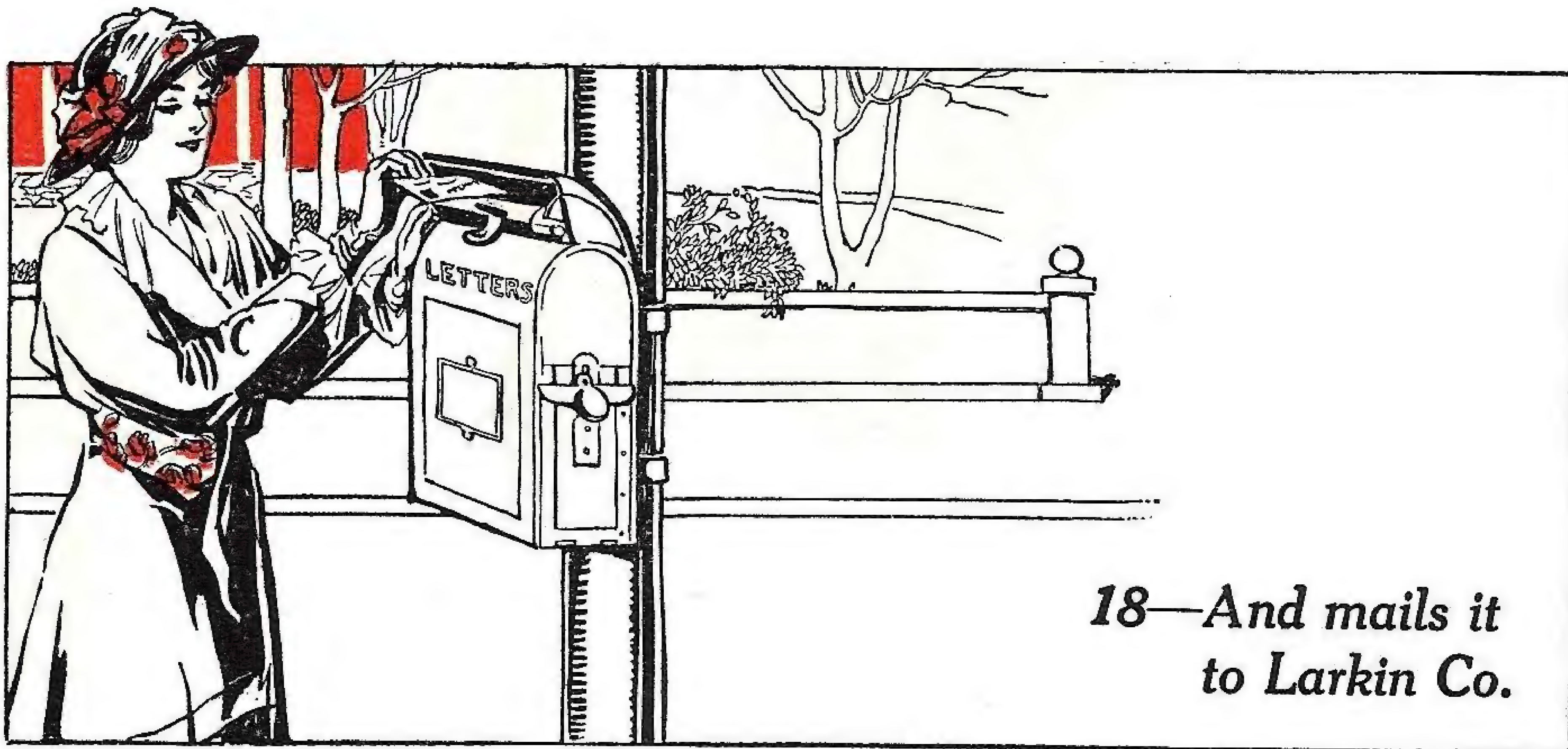
It means that our Products must be of the highest quality. They must be pure, fresh and wholesome. To insure this, the raw materials undergo a never-ending process of scientific inspection and analysis. It is impossible for any but the highest-grade materials to pass these tests. The process of manufacture is performed in our factories under the eyes of an army of visitors.

**High
Quality
Assured**

The doors of our factories are wide open, and you and any one may see Larkin Products in the making. Last year we received 65,000 visitors.

**Come
Visit Us**

It may interest you to know that the Company's army of employees, rank and file, use Larkin Products almost exclusively in their own homes. What better proof can one ask of the purity and wholesomeness of our goods than the fact that those who make them voluntarily purchase them in preference to all others?



*18—And mails it
to Larkin Co.*

**Before
Pure Food
Law**

Many years before the U. S. Government passed the Pure Food Law, we adopted a standard of manufacture higher than the Government yet demands. We did this without compulsion, in order to insure the terms of our Guaranty, and to warrant our Secretaries' unquestioning faith in our Products.

And our Premium Merchandise carries the same three-section Guaranty. It is tested and minutely examined with just as great care as our Products.

Read this extract from a recent letter sent us by Mrs. E. M. Canter, 1251 G St., S. E., Washington, D. C.:

"When I sent my first Club-order I was very nervous about it. What if things go wrong, get damaged or broken? I hadn't a cent to replace anything with. In a day or two I was free from worry, for I received a nice letter assuring me everything possible would be done to make things easy for me. I felt just as though I had found a new friend! In five days I received my order, and all my members were delighted with their Products."

That's the kind of help we are giving two million people daily.

How to Conduct a Larkin Club

Members Any ten people may combine to form a Larkin Club to purchase at least ten orders of Larkin Products, each member purchasing at least \$1 worth of Products each time.

Clubs are not necessarily restricted to ten members, however. Provided the ten Club-shares are taken, the number of members is at the discretion of the Secretary. For instance, some Clubs have only eight members, two of whom take two shares each, and the other six, one share each. Again other Clubs have five members only, each of whom take two shares.

**Amount
Not
Limited
to \$1** The best Club-of-Ten is *not* a "dollar-a-month" Club. Since it pays to buy on the factory-to-family plan, the more your members purchase through your Club, the greater their profit. Many Clubs are organized on the basis of \$2 per share. And the orders are often sent each two weeks—\$4 per member per month. The amount of the order and the period of the order (weekly, once each two weeks, or once per month, decided when the Club is first organized, and rigidly adhered to) is optional with the members and Secretary, it being always understood that \$1 per member, per month, is the smallest amount possible.

19—Club-order is delivered



Each member receives Merchandise-Bonus once during the series of ten orders. It is usually taken in the form of Premium Merchandise.

**Merchan-
dise-Bonus
for All**

Sometimes, instead of receiving Premium Merchandise as described above, the members decide in advance, to take Coupons (see Catalog, page 10) for their purchases of Products, or to take with each order, a double quantity of Products.

Whichever way is chosen, each Club-member receives twice or nearly twice, what an investment of the same money would buy at the stores.

If all your members decide to take their Bonus in Premium Merchandise (as is usual), each will select Products to the amount agreed upon for each order, and pay you for them IN ADVANCE at Catalog-Prices. With each order one member (whose turn it then is) will select and receive Premium Merchandise given with the total *regular* amount of each Club-order of Products; she may select Premium Merchandise of even greater value if she has Coupons for additional purchases and wishes to add them to her Premium value due.

At the beginning, the members decide with *which* order each will receive her Bonus. This may be determined by the "mystery letters" mentioned in our "Luncheon Outfit" offer, page 9, by having a "drawing," or in any way agreed upon. An excellent way is to arrange for a regular meeting at which the Club order is made up, and at each subsequent meeting to have a "drawing" take place among all those who drew "blanks" at previous meetings. This sustains the interest of the members from order to order.

**Order of
Receiving
Premiums**

When a member chooses to take *her* Bonus in Products, she will, when it becomes her turn, select Products equal in value to the regular amount of each Club order of Products.

**Bonus in
Products**

A member desiring to postpone the selection of her Merchandise-Bonus or to secure Premium Merchandise of larger value than that given with the Club share, may ask for Coupons when it is her turn to receive the Bonus, which she can accumulate until she has the desired value. Coupons are tokens of Bonus due a customer and can be *exchanged* at any time for Products or Premium Merchandise. Coupons are valuable and should be carefully guarded. On request we furnish free Coupon Books in which to paste them for safe-keeping.

**To Post-
pone
Choice of
Premium**



Distribution of Products

The distribution of Products and Premiums should be by a fixed rule. Some Secretaries order the Products and Premiums sent them and they distribute them to the members (and get a receipt for them). Others order the Products and Premiums sent direct to the member then receiving the Premium, and she arranges for the distribution of the Products.

Freight- and Delivery-Charges

The freight- and delivery-charges for each order are paid in turn by the member receiving the Premium Merchandise. The freight is a very small item of expense, since the average charge for 100 pounds carried five hundred miles is only 40 to 50 cents; for 200 pounds, 60 to 70 cents. Larger orders are more economical in freight-cost.

Shipping

It will be noticed in our Catalog that some of our Premium Merchandise is sent postpaid by Parcel Post. This facilitates delivery, and though both are sent to the same address, postpaid Premium Merchandise will be delivered in advance of the Products, which follow by freight. Bulky and heavy articles are shipped with Products though packed separately. To save freight-charges, storage and handling, (resulting in lower terms) a number of weightier articles are shipped direct from the factory where made—NOT from Buffalo. In such cases, mention is made in the Catalog offers.

Premium Merchandise Wearing-Apparel

As immediate delivery is usually desirable for garments for outer wear, all are shipped by Parcel Post, postpaid. All except made-to-order garments are mailed next day after receipt of the order. Made-to-order garments are mailed upon their completion, within ten days. Other goods in same orders go forward promptly by freight.

Details Easily Followed

Thus it will be seen that the details of Club work are comparatively simple and easily followed. The main thing is to have a definite system well observed. Appoint a day on which the Club order is to be sent to us. See that all your members hand their orders and money to you the day before. This will enable you to make up your order at leisure and avert confusion and loss of time.



As Secretary, you will handle all money, and as it is important you should keep an exact account of it, we will, on request, send you, free, a "Secretary's Order-Record Book," which will make it very easy for you to keep a clear and correct record of your account with each member.

**Secretary
Handles
All
Money**

Similarly, to help the members make up their orders to you, we will on request, send to you, free, a supply of "Members' Order Books" in which your members may write orders, amounts paid you, etc.

There are one hundred thousand women conducting Larkin Clubs now. Many of them knew nothing of the work when they started. Some did not know how to handle the members' orders, or how to send the Club order to us. But they learned the simplicity of it all. Do not forget that if you need help (it is not likely you will, but *if you do*), our Club-of-Ten Dept. is ready and waiting to remove any difficulty you may have. Mrs. A. M. Willing of Seaford, Del., says:

"I always know that Larkin Co. will do whatever the Catalog says. There are several other Clubs around here besides mine, but they all call me 'Mother Larkin' because I never depend on any one, but sit down, write to Larkin Co. and tell them all about it. They are better to me than any friend."

Larkin Clubs are easy and simple to conduct, and behind them there stands the Club-of-Ten Dept., "Better than any friend."

How to Determine Your Rewards

The following tables show clearly the Secretary's Rewards on Club-orders. It will be noted that the Rewards are at the rate of ONE-FIFTH the money paid for Products.

| When the Money Paid (Not Including Any Paid Extra for Additional Pre- mium Merchandise) is | You May Select as Reward Any Premium Merchan- dise Given With a Purchase of Products Amounting to | When the Money Paid (Not Including Any Paid Extra for Additional Pre- mium Merchandise) is | You May Select as Reward Any Premium Merchan- dise Given With a Purchase of Products Amounting to |
|---|--|---|--|
| \$10.00 | \$ 2.00 | \$ 13.25 | \$ 2.65 |
| 10.25 | 2.05 | 13.50 | 2.70 |
| 10.50 | 2.10 | 13.75 | 2.75 |
| 10.75 | 2.15 | 14.00 | 2.80 |
| 11.00 | 2.20 | 14.25 | 2.85 |
| 11.25 | 2.25 | 14.50 | 2.90 |
| 11.50 | 2.30 | 14.75 | 2.95 |
| 11.75 | 2.35 | 15.00 | 3.00 |
| 12.00 | 2.40 | 16.00 | 3.20 |
| 12.25 | 2.45 | 17.00 | 3.40 |
| 12.50 | 2.50 | 18.00 | 3.60 |
| 12.75 | 2.55 | 19.00 | 3.80 |
| 13.00 | 2.60 | 20.00 | 4.00 and so on. |

(You may select Products to the amount named instead of Premium Merchandise, if preferred.)



22—They thank Mrs. Home-lover for organizing the Club

The Secretary also receives a Present for Cash amounting to 5 cents' worth of Products for each \$1 worth of Products ordered.

| When the Order Includes Products to a Catalog-Value of | You May Select as a Present for Cash Products Amounting at Catalog-Prices to | When the Order Includes Products to a Catalog-Value of | You May Select as a Present for Cash Products Amounting at Catalog-Prices to |
|--|--|--|--|
| \$10.00 | \$.50 | 16.00 | .80 |
| 11.00 | .55 | 17.00 | .85 |
| 12.00 | .60 | 18.00 | .90 |
| 13.00 | .65 | 19.00 | .95 |
| 14.00 | .70 | 20.00 | 1.00 |
| 15.00 | .75 | | and so on. |

No Present for Cash is given on any part of an order paid for with Coupons or Certificates or Due-Bills. The Present for Cash should be selected by the Secretary, and included in the list of Products ordered.

The Reward due for an order may be ordered with the Club-order, or may be postponed and the Rewards accumulated.

To Postpone Choice of Reward If the Reward is postponed, ask for Coupons. If the Premium Merchandise you select requires more than the number of your Coupons, you may make up the difference in cash, by sending 2½c for each Coupon lacking.

Do you realize how quickly Rewards for Sales Service mount up? Try to imagine your home equipped with the extra comforts Mrs. F. J. Happe of Basking Ridge, N. J., describes in the following letter :

“ When we were married my husband and I wanted to build a home. We had money enough to build a house but not enough to furnish it. About a month after I was married I picked up a magazine in a friend’s home and saw your advertisement. I sent for your Catalog. I persuaded ten of my friends to take a share, and formed a Club. I always did my Larkin work in my recreation hours. I love the work, it is so easy and so profitable. Getting up the orders gave me chances to call on friends and neighbors that perhaps I would not otherwise had. It is such pleasure to me to receive the Products and deliver them, for every one always speaks in the highest terms of every Larkin Product or Premium. I have one hundred and thirty articles in my home—all Larkin Premiums. The Premiums I have received for my services are all splendid. Among them are the following :

23—Mrs. Homelover
*blesses the day
she started
the Club*



"Morris Chair, Reclining Chair, 3 Rocking Chairs, 2 Writing-Desks, Silver Tea-Set, Silver Baking-Dish, 12 Knives and Forks, 20 Teaspoons, Kitchen-Cabinet, Linoleum for my kitchen floor, 3 Bedspreads, 2 Sets Kitchen Cutlery, Oil Cook-Stove, Oil-Heater, Carpet-Sweeper, Clothing, Jewelry, Books, Toys, Full Laundry Set: Washing-Machine, Wringer, Ironing-Board, Clothes-Dryer.

"In fact, it would cover too much space to name all my Premiums. I would recommend any one to be a Secretary for, besides getting such beautiful furnishings so easily, the work takes one out among other people and teaches one new points in housekeeping and new ways of economizing. Indeed, I regard this broadening influence as one of my chief benefits from running the Clubs. The members all benefit too.

"I always did my work in my recreation hours." And she has 130 Larkin Premiums as reward for it! What can *you* do in your spare time?

How to Send the First Order

When your Club is organized, send us immediately your first order on the Larkin Order Blank. Also send us the signed Club-members' Agreement-Form from our Catalog, or a copy of it. Request on the Order Blank (on the last page) that we send you a supply of Members' Order Books and a supply of Order Blanks.

**Send the
Agreement
Form**

The Members' Order Books contain a price-list of Products, and ten order-slips for use when ordering Products from Secretary. You will give to each member a Members' Order Book, and thenceforth on the day appointed (which should be one day in advance of that on which you are to send the order to us) you will receive and retain the Members' signed orders for Products, each on one of the Order-Book forms. You give a receipt for the money paid, in the space provided on the form.

**Members'
Order Book**

Be sure that the prices on the members' orders are correct and that you receive full pay for what is ordered.

**Be Sure
to Keep
a Copy**

Now combine the members' orders into one order on our regular Order Blank, as follows: Take the order having the most items. Suppose the first item is Boraxine. Look on the other slips to see how many more packages of Boraxine are ordered. Place a tally mark on the slips before each order of Boraxine. Then write on the regular Order Blank the total order for Boraxine. Do the same thing with the next item, and so on. Now see if the total amount (in dollars and cents) of the separate orders is the same as the total amount of the combined order. This will prove you have combined the orders correctly.

Be sure to fill out correctly the first page of the Order Blank and the spaces for Premium and Reward on the second page. Make a copy of the order so that you may



24—Two years later—the Homelover's home transformed!

properly tally your goods on arrival. Place this copy *and the members' orders* in a secure place. It is well to have a drawer that is used for nothing else but Larkin affairs.

Upon receipt of the order, unpack the whole contents of the box and tally them. (In case of shortage or breakage, advise us immediately, with full particulars, so that we may promptly correct any error). Take each member's slip and divide the Products accordingly. Then give each member her Products with her order slip on top.

This method will avert mistakes and will prove very easy. We recently held a contest among our Club Secretaries to learn which method was the best and this is it.

Use Care in Unpacking

Impress your members that Premium Merchandise should be uncrated and unpacked with care. Furniture is often screwed into the crate. It must not be forced out. Remove screws with a screw-driver. In doing so, be careful not to mar the surface of the furniture with tools.

You Are Needed, Now!

You Are Needed

There is a direct demand for *you* as a Larkin Club Secretary. There is easy work *you* can do. In your own neighborhood there are women who need the Larkin Club-of-Ten. Call on them. Call today. You incur no financial risk and no risk of inconvenience or discomfort. You are fully protected in every way, since everything you order is literally subject to your approval and to that of your members. In each transaction between you and us we guarantee "Satisfaction—or your money back."

Earn Rich Rewards

You have read the testimony of women who are now conducting Larkin Clubs. Each one is an essentially human story of hope renewed, a household relieved of the strain on the pocketbook; comforts, prosperity and happiness obtained solely through the Larkin Plan. All these, and much more, will be yours when you organize a Larkin Club. In what other way can you earn such rich Rewards while taking full care of home duties?

Commence Ere the Sun Sets

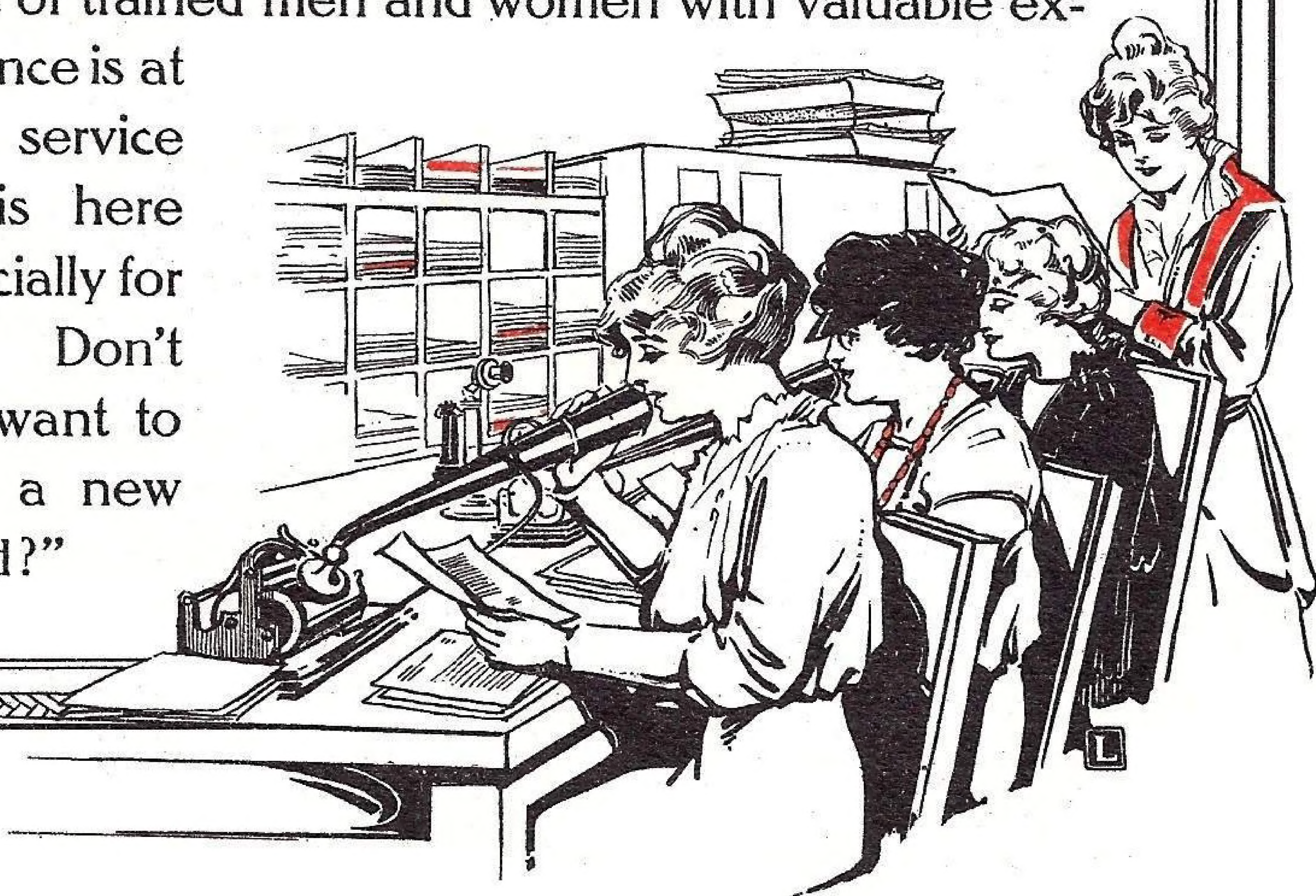
Start now to organize your Club. Call on your prospective members today. The women of your neighborhood know of the Larkin Plan. "Ere the setting of the sun" your Club may be complete! And the Rewards—the widened social acquaintance, the pleasure of Club work, the knowledge gained from intimate acquaintance with ten earnest-minded women, the constant addition of home and personal comforts you possibly thought beyond your means—these will be your recompense!

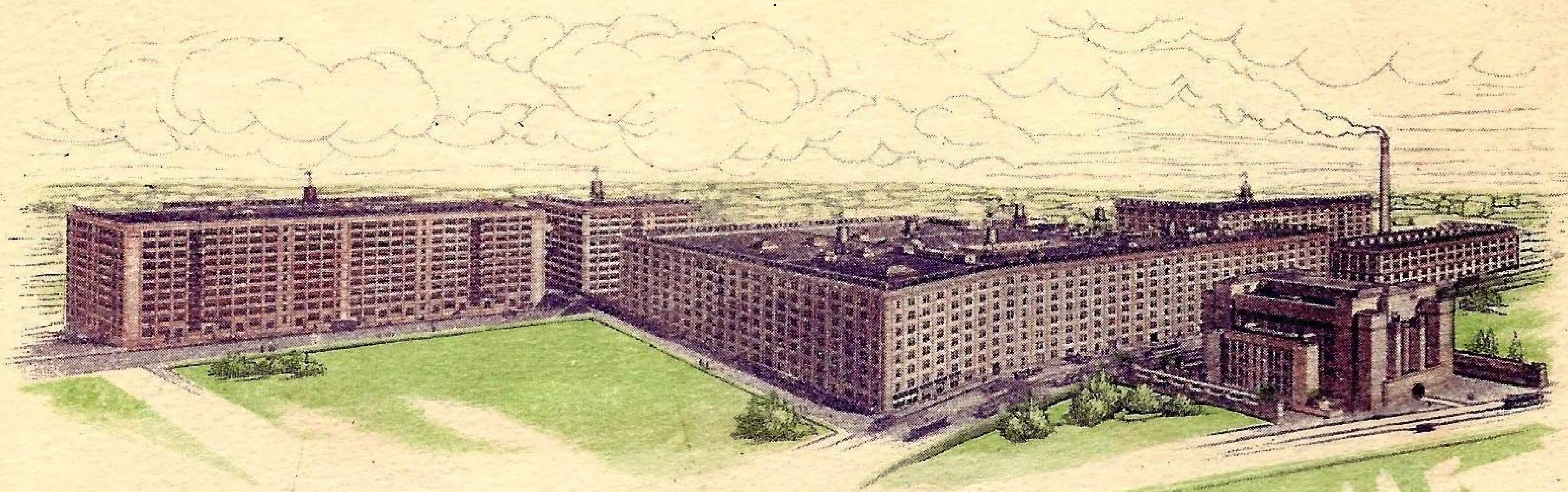


Especially for You

Our Club-of-Ten Dept. is maintained especially for you. When you write to the Club-of-Ten Dept. your looked-for letter is read with interest and sympathy. It is not considered as a casual letter from one of a hundred thousand women. We regard it a personal appeal to us, and the reply is framed for your individual needs.

Read in the chapter on "How We Help You" the letter written by Mrs. E. M. Canter, wherein she says, "I felt I had found a new friend." That's the way our Club-of-Ten Dept. wants you to feel. When you are successful, write us. We want to rejoice with you. If difficulty comes your way, write us. We will help you. Remember always that this department of trained men and women with valuable experience is at your service—it is here especially for you! Don't you want to "find a new friend?"





This money-back Guaranty
 carries conviction to your
 Club-members and fully pro-
 tects you and your Club.



Posted on: January 23, 2020

Edited by: Brian D. Szafranski
 Elma New York USA

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